

OPTIMA CAMELVIEW VILLAGE

SCOTTSDALE, ARIZONA

Introduction

Scottsdale is a relatively young American city with a human scale that, architect David Hovey believes, should be celebrated. Camelview will incorporate Scottsdale's local character and history, the Valley of the Sun desert environment and contemporary life. The project is an opportunity to develop attractive and unique design solutions for the following question: How can the city's urban and natural landscapes be woven together to create an open, pedestrian-friendly development that maximizes desert and mountain views? The result will be innovative architecture balancing local traditions with twenty-first century housing requirements and should become an Arizona landmark destination.

Site Plan Modification Request

Optima's enthusiasm for the City of Scottsdale's natural and built environments, as well as its respect for neighboring homeowners and businesses, is reflected in the site's planning and design. The site was previously approved for a 300-room hotel at 350,000 sf; 150,000 sf retail; 850,000 sf office space; and a 4,100 car parking structure. Development area under Optima's proposal would decrease by 200,000-plus sf and there would be 2,835 less cars, thereby alleviating both density and traffic impact considerably through Camelview's requested site plan modification. In addition, open landscaped space would increase by 25%. The development will fully comply with all existing zoning provisions for the property including the 65-foot height limit for residential multifamily buildings that is less than the 72-foot limit approved for a hotel.

Camelview is a mixed-use development with 750 residential units in thirteen buildings and 38,000 sf retail space on a 13.3 acre site in Scottsdale, Arizona bounded by East Highland Avenue to the south, Scottsdale Road to the east and Goldwater Boulevard to the north. The site is situated between the dominant Camelback Mountain to the northwest and the regional Fashion Mall immediately to the south.

General Project Description

Camelview's recessed grand courtyard centered on a reflecting pool will offer pedestrian relief from the desert sun for residents and the public. "When you look back at the native communities in Arizona, each house was a combination of interior space and exterior courtyard, where the courtyard offered shelter from the harsh elements of the desert, provided shade in the summer, and created a shield from wind in the winter," says Hovey. "I want to provide a form of shelter by using outdoor space – not just covered shelter but shelter as defined space from the desert, the animals, the climate." Like civic courtyards from the classical eras of great cultures, the grand courtyard provides a focal public space for community gathering. Entrances to the parking garage, which is located entirely below grade, and to a portion of the retail space are accessed off the grand courtyard. Ancillary courtyards will be located within each individual residential building, some public and some private.

In addition to courtyards, Hovey's awareness of local climate and historic architecture impelled the inclusion of terraces as well. A terrace had numerous functions in Native American homes such as a semi-private greeting area and extension of living space. Today, terraces are a prized amenity in multifamily buildings. Since each residential unit will have its own terrace, the buildings are required to step back thus forming a Mesoamerican-type pyramid with a maximum building height of sixty-five (65) feet to retain the Scottsdale human scale. One of Camelview's distinguishing features will be an undulating rhythm achieved through the composition of expanding and subsiding volumes similar to Camelback Mountain's silhouette.

Pedestrian passageways, covered walkways and arbors will punctuate the multi-tiered buildings. The grand courtyard and parking garage will be carved into the earth. Three- and -four story "skybridges" will connect the thirteen buildings overhead. Light and life will permeate Camelview's spatial voids. From all elevations and views, a virtual lattice-like sculpture emerges with provocative positive space and negative space patterning.

Camelview will also provide Scottsdale with a unique aesthetic for multifamily development. The design looks to the future while responding to the city's character and lifestyle. The terracing of Camelview creates horizontal roof and floor lines that will firmly weave the buildings into the landscape while striving to be the most vital contemporary architecture in the Southwest.

With glass and concrete as its primary materials, the façade will reflect a wash of light desert greens, ambers, and ochres. The combination of pared-down form and material will allow Hovey to create large, open spaces minimally enclosed with opaque, transparent and louvered surfaces. Buildings themselves will be laid bare as they project into the interior space and extend into the surrounding environment. Views of majestic Camelback Mountain will be maximized.

Respect for the desert will also be evident in Camelview's grade level landscaping filled with an abundance of native plant materials. Pedestrians – both residents and the public alike -- will meander through, under and around the site's park-like environs as they absorb breathtaking desert and mountain views. All of Scottsdale and its visitors will be welcome to share this architecturally significant world-class destination that will inspire on a human scale along its passageways, courtyards and living spaces.

Green Architecture

All residential buildings will feature a green ecoroof system providing the following benefits: cleansing of airborne toxins; recycling of nutrients; air re-oxygenating; stormwater management; protection of the roof from ultraviolet light; reduction of noise transmission into building; increased energy efficiency; and decreased temperatures in the "urban heat island" effect. Landscaping is maintained by the homeowner's association to ensure the health and appearance of plant material.

Company History

Optima, Inc. was founded in 1978 by David C. Hovey to purchase land, design, construct, market and manage residential and commercial buildings and Optima DCH, Inc. was established in 2002 to perform these same functions for real estate developments in Arizona. Both companies are strongly oriented toward seeking long-range solutions for housing, office, and commercial space needs by developing quality products in excellent locations with careful attention to details and construction. Optima's underlying philosophy is to maximize the value given to customers by developing efficient and economical residences that are distinctive and elegant in their aesthetics.

In its 26 years in business Optima has undertaken the development, construction, marketing and management of projects ranging from \$500,000 to \$250,000,000. The most recent Arizona project and the first Optima, DCH, Inc. multifamily development in Arizona is Optima Biltmore Towers, a 233-unit condominium building in Phoenix. Fifty-percent (50%) of the residential units have sold less than four months after breaking ground and initiating sales in April 2004. With all of the prior developments, Optima has handled every aspect of design, construction, financing, marketing, and management. The company currently possesses the depth of experience and skills as a result of successfully completing similar projects and is superbly positioned to develop a luxury residential project in Scottsdale.



CONTEXT SITE PLAN



